

# Colorado Wildlife Council

August Virtual Meeting – 2020



Colorado  
Wildlife  
Council

**Date Issued:**

August 2020

# Agenda

- 01 **Summer Media Update: July 1–31**
- 02 **Organic Social Media Update**
- 03 **Creative Presentation**
- 04 **Website Strategy Update**
- 05 **Quant Study Timeline**

# Summer Media Update

*July 1-31, 2020 – Reporting*

# July Media Update

Reporting Dates:  
July 1-31, 2020

## **Campaign Objective**

Increase awareness among the “In The Wind” audience of the benefits of hunting and fishing for the state of Colorado.

## **KPIs**

Primary:

- Ad Recall Lift
- Brand Lift
- Impressions
- Annual Tracker Study

Secondary:

- Clicks (CTR)
- Video Views (VCR)

# Campaign Parameters

## **TIMING:**

July 1–August 31, 2020

## **TARGET AUDIENCE:**

In The Wind

## **TACTICS:**

7/1 | Trade Desk & YouTube

7/22 | Broadcast TV

7/27 | Boosted Social

8/1 | Social

## **BUDGET:**

\$400,000

# YouTube Insights

Impressions	6,258,024
Clicks	6,428
Views	1,765,466
View Rate	56.82%
CPV	\$0.01

## View Rate

- The campaign is reporting a strong 56.82% view rate (31% benchmark).

## Creative

- Toast is the best performing video.
  - Toast :15s | 58.94% view rate

## Device

- TV is delivering a 58.19% view rate and serving 24% of the impression delivery.
- Mobile is capturing 64% of the impression delivery.

## Audiences

- Top three segments:
  - Custom Affinity Outdoor Enthusiasts | 60.35% view rate
  - Outdoor Enthusiasts | 58.08% view rate
  - Sports Fans | 57.43% view rate

## Optimizations

- Budget was shifted from broadcast to YouTube based on its strong performance.
- Continued audience optimizations based on view rate and conversions.

# YouTube Brand Lift

## Brand Lift Study

- A brand lift study measuring ad recall was executed on YouTube in July.
  - Question: Which of these brands have you seen online video advertising for recently?
  - Answer Options: **Colorado Wildlife Council**, Great Outdoors Colorado, Colorado Parks & Wildlife
- 206,265 users were influenced to recall the CWC brand after seeing a CWC ad.
- Overall, the campaign saw positive lift in all categories:
  - 4.6% Absolute Lift
  - 5.5% Headroom Lift
  - 29.3% Relative Lift
- The :06s bumper ads were the most effective and efficient in the study compared to the :15s and :30s.
  - 75% more efficient cost per lifted user (\$0.11 vs. \$0.44)
  - 1.6% higher Absolute Lift
  - 1.8% higher Headroom Lift
  - 11.4% higher Relative Lift

**Absolute Lift:** How ads influenced positive feelings toward the CWC brand.

**Headroom Lift:** How effective campaign was at getting the maximum amount of positive responses.

**Relative Lift:** How the ads influenced the audience's positive feelings toward the CWC brand compared to users who didn't see the ads.

# TTD Insights

Impressions	5,374,205
Clicks	8,946
Video Completion Rate	98.76%
Audio Completion Rate	98.34%
CTR	0.17%

## Creative

- Pre-roll video ad groups are performing above the 60% completion rate benchmark.
  - Video PMP | 65% Completion Rate
  - Video CT | 66% Completion Rate
  - Video Factual Proximity | 75% Completion Rate
- The contextual targeting video ad group has the best CTR of any ad group at 0.43%.
- CTV is driving a 98.8% completion rate (benchmark: 95%).
- Audio completion rate is 98% (benchmark: 80%).

## Device

- Mobile is the top-performing device (0.25% CTR) serving 52% of the impression delivery.

## Optimizations

- Budget and bids were increased for CTV and video ad groups.
- Budget was shifted into CTV, pre-roll and audio for broadcast.



# Organic Social Media Update

*July 1-31, 2020*

# Content Pillars



## Conservation

Eye candy visual content with educational messaging about protecting Colorado.

- 1. Image with fact text
- 2. Video with fact text
- 3. List article & video
- 4. Statistics



## Economic Growth

Content educating our audiences on the economic impact that hunting and angling has on Colorado.

- 1. Improves Coloradans' quality of life
- 2. License fees primarily fund
- 3. Colorado jobs



## Wildlife

Content educating our audiences on the benefits wildlife receive because of hunting and angling.

- 1. CWC-funded wildlife management projects
- 2. Controlling overpopulation
- 3. Partner highlights
- 4. Wildlife specialist spotlights
- 5. Habitat



## The Council

Content educating advocates only, on the purpose and mission of the council.

- 1. Educate and remind followers of CWC's purpose.
- 2. Get to know the council members and influencer team.
- 3. Interesting and informative updates from CWC public sessions
- 4. Response to FAQs and misinformation

# Organic Social Insights

	Post 1	Post 2	Stories
Reach	1,033	810	797
Engagement	24	718	n/a
Engagement Rate	2%	12%	n/a
Likes	4	433	n/a
Shares	1	28	n/a
Comments	0	8	n/a
Interactions	16	213	13

## Engagement – In Feed

- Post 2 captured a 12% engagement rate (10% benchmark) as opposed to the 2% engagement rate from Post 1.
  - Post 2 had a clear call-to-action asking the advocate audience to share their favorite catch. This call-to-action stood out among our advocate audience because it spoke to their interests and encouraged them to share personal stories.
  - Instead of speaking to or at our audience, we gave them an opportunity to join the conversation. Commenters shared photos of their favorite catch in Colorado's waters and we interacted with the comments by providing positive feedback.
- Post 1, introducing our new outreach team, received the higher organic reach, but didn't garner as much engagement as Post 2.
  - Post 1 was not boosted with paid media funds.
  - Consider asking open-ended questions and using visually appealing imagery.

## Engagement – Stories


- Make sure to place copy and in-platform stickers within the border of the stories.
- Continue to engage our audience with polls and question stickers. There were five questions from the audience on 7/18.
- Outreach team highlight has been created to archive its activity. This lives at the top of the Colorado Wildlife Council Instagram profile.

# Top-Performing Organic Social

**The Colorado Wildlife Council**  
Published by Hootsuite [?] · July 24 · 🌐

The funds from hunting and fishing licenses go toward conserving and restoring wildlife habitats, on land and in the water! Something to think about as you enjoy the beautiful Colorado summer.

Have you gone fishing lately? Share a picture of your best catch below!



**4,626** People Reached      **718** Engagements      [Boost Post](#)

👍❤️👏 433      8 Comments 28 Shares

Top-Performing In-Feed Post

Ed Moody This is my best catch.



Like · Reply · 1w

Author  
The Colorado Wildlife Council You two! 😊 Have fun in the great outdoors!

David Michael Beagle Best stress relief ever. 🎣 🐟



Like · Reply · 1w

Author  
The Colorado Wildlife Council The perfect catch! Great work, David!

Tim Emery



Like · Reply · 1w

Author  
The Colorado Wildlife Council WOW! That is awesome! 🎣



**#thisisthewildlife**      @vapor.trails  
@andrew\_dane\_

**CHATFIELD STATE PARK**

Top-Performing Story

# Creative Presentation

# This is the Wild Life

## Season Three

People in Colorado live for the outdoors. They hike, mountain bike and enjoy the wildlife, all without knowing that their playground is in-part, paid for by hunters and anglers. Their wild life is our wildlife and vice versa. We live the **WildLife** together.

Continuing the success from our This is the **WildLife** campaign, we will further educate our **In the Wind** audience on the benefits of hunting and angling.

We have done a great job of telling the economic story. This time we plan on highlighting wildlife conservation stories.



*This is the Wild Life*

**Video**

# The Wild Life — The Fox :30 Broadcast

**SFX:** Folk rock music

Open on a pan of beautiful Colorado scenery. Cut to animals like a bull elk and his cows and a bear playing in the water.

**VO:** This is the Colorado wildlife.

Cut to people hiking, rock climbing and tent camping.

**VO:** This, is the Colorado *wild life*.

*Cut to our spokesperson, Sam, sitting on the bank of a stream in the wilderness.*

**SAM:** They're a big part of the Colorado we love. And both are helped out by fees from hunting and fishing.

*A person fly fishing walks into the frame behind him.*

**SAM:** Rivers have been restored and biologists are able to help Colorado's nine-hundred and sixty different animal species thrive.

*We cut to an elk wearing a tracking collar. We then see two biologists walking through the forest with an antennae, tracking something. The biologists track themselves to Sam, who is holding a tracking collar in one hand, his cup in the other. The biologists are not amused.*

**SAM:** They just found the elusive silver-haired fox.

Sam raises his cup.

**SAM:** Welcome to the Colorado Wild Life.

Cut to a hunter hiking in the wilderness.

**CARD:** Wildlife Council logo. In partnership with Colorado Parks and Wildlife.





## The Wild Life — Fish Story :15 Social

**SFX:** Folk rock music

Open on Sam sitting on a log in a fish hatchery.

**VO:** Thanks to license fees from hunting and fishing,

Cut to fish jumping around.

**VO:** hatcheries like this enable biologists to replenish Colorado's lakes and streams.

Cut to truck shooting out fish into a lake.

**VO:** Now that's a good fish story.

**SAM:** Welcome to the Colorado Wild Life.

**CARD:** Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



## The Wild Life — Bear Hug :15 Social

**SFX:** *Folk rock music*

Open on Sam sitting on a log next to live bear trap/trailer.

**VO:** **Thanks to license fees from hunting and fishing,**

We hear growling sounds from the trailer.

**VO:** **Colorado's animals can be relocated if need be.**

Trailer starts shaking and growling.

**VO:** **I think he just needs ... a big bear hug.**

**SAM:** **Welcome to the Colorado Wild Life.**

**CARD:** Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

**ALT VO:** **Even if they don't want to be.**

**ALT VO:** **Don't feed the bears.**



## The Wild Life — Ferret :15 Social

**SFX:** *Folk rock music*

Open on a black-footed ferret poking his head out of a hole.

**VO:** **Thanks to license fees from hunting and fishing,**

We cut to Sam sitting on a log next in a ferret conservation center.

**VO:** **animals like the black-footed ferret are being saved from extinction.**

A biologist lifts up several young ferrets showing them to Sam and the camera.

**VO:** **Now that's a cute face, even for a ferret.**

**SAM:** **Welcome to the Colorado Wild Life.**

**CARD:** Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

Could shoot at the National Black-footed Ferret Conservation Center in Wellington, Colo.



# Sportsperson Spotlight

*Long-form Video*

## The Wild Life — Sportsperson Spotlight

### Long-form Video

Let's allow real people take center stage. It won't just be captivating video; it will help our *In the Wind* audience better understand hunters and anglers. To do this, we'll put the spotlight on a real Colorado sportsperson. By doing so, we'll use education and effective storytelling to change opinions and dismantle old stereotypes. To tell our story, we'll craft a long-form video that will cover multiple topics, from responsible hunting and traditions, to how hunting helps with population control and sustainability. We'll film them in their home, in the wild, and as they hunt. We'll let them talk, capturing enough footage to be able to create our videos.

Poignant moments and real emotions will be hallmark of the videos. Maybe the subject would talk about how they're passing the stewardship of the environment on to their kids. We would be able to see the care they show to the animals, and the respect they show to Colorado wildlife. This concept will let us focus on the themes we want to address.

The upside of this approach is the additional video content that can be created from long-form video. Promoted stories can live on the website. We'll show our audience that the men and women who hunt and fish are much different than who they might have expected to see. The documentary-like approach will make the video feel genuine and engaging.



# Sam in the Field

*Long-form Video*

## The Wild Life — Sam in the Field

### Long-form Video

Let's build on our past campaigns with Sam and take them in a new direction. For this concept, we'll put Sam in the field to interact with biologists and come face to face with Colorado conservation efforts. As the face of Colorado wildlife, Sam is the ideal audience surrogate. With these spots, he can tour Colorado and see the places, programs and animals that benefit from hunting and fishing. In one video, Sam could visit a hatchery and learn about the 90 million fish that are stocked each year. In another, we could send him to visit the black-footed ferret, which would immediately charm both him and our audience. One video could pair Sam with hunters, who would give him a crash course in responsible hunting. We could send him to the field to learn about populating tracking and see a GPS collar on a moose, which could be as entertaining as it is enlightening.

These videos could be partially scripted, making sure they contain Sam's trademark style of humor and charm. From office visits to field visits, he could get an exciting and always educational firsthand glimpse of how hunting benefits Colorado. This approach would let us feature real biologists, scientists, hunters and conservation experts. Real locations and real animals would help add to the authenticity, making these feel like unscripted, on-the-fly field visits instead of a traditional, scripted commercial. To maximize our content, we could have Sam go live in the field and narrate over live footage of trail and wildlife cams, creating engaging content quickly and affordably.



# **Educational IPA**

*Partnership*



## Educational IPA

What if we turned our In the Wind audience's favorite pastime (drinking beer) into an educational opportunity that they'd never forget?

**Insight + Idea:** In the Wind-ers love to drink. And no state loves its beer more than Colorado. So, what if we brought our Colorado Wildlife cause to the local brewers to come together to create some educational IPAs?



Existing



## Educational IPA

We could also partner with local bars to create a full wildlife experience: Table tents would be designed to actually look like tents. And you can interact with them with your phone. Maybe it's AR. Or maybe it's a quiz you can take. Or a QR code that pops up a video about the Rocky Mountain elk.

### Possible Names:

- Velvet Antler IPA
- Spiked Elk
- Copper Brown Elk Ale
- Rocky Mtn Velvet
- Black Bear Brown Ale



## Educational IPA

We'd also wrap the bathrooms to feel like forests. You're not using a urinal; you're whizzing behind a quaking aspen and reading facts about the Rocky Mountain elk. You're not washing your hands in a sink. It's an ice-cold creek. But, yes, you are using toilet paper. We won't replace that with leaves. Don't worry. This could also work as an extension to our Cheers spot. Cheers to the wildlife at your favorite bar downtown. With a limited-edition Velvet Antler IPA from your favorite local brewery. Plus, we could create some really wonderful designs for the can/bottle/box.



## Educational IPA

### Expanded Experience

It would be ideal to work with a local bar and create an in-bar experience, but there are a lot of great outdoor opportunities we can take advantage of. Like farmers markets. Or concerts at Red Rocks, where we could create a booth experience that would educate and delight.

This is a great expansion of what the current outreach team is doing.



*Even more*

# **Scenic Paint in the City**

Let's bring the wildlife into our cities  
in a very instagram-able way.

## Even More Scenic Paint in the City

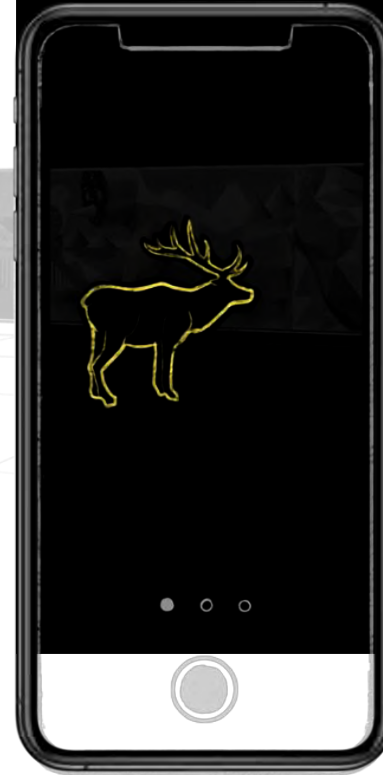
**Insight + Idea:** If you were to pick up your phone and open your friend's Instagram feed right now, it wouldn't take you very long to scroll until you found a picture in front of a mural. Well, that's the insight.

*Our audience lives for these murals.*  
And if we can commission some incredible local artist to immortalize the wildlife into the city landscape, then we've more than done our job.



## Even More Scenic Paint in the City

But ... what if we could create an augmented reality element in these murals to make them come to life? Imagine using your phone to point at the mural and then having a Shiras moose (or Rocky Mountain elk) walk out toward you, or having the river run right through your screen and cutthroat trout jumping at flies. Along with the animals, we would have facts associated with them talking about the benefits of hunting and angling.



\* Featured examples are previous executions by R&R

[Play the Big Buck Hunter Game](#)

[Download the Busch Buck Video](#)



# Website

*Strategy Update – Info to come in the meeting*



# Quant Study

*Timeline*

**Quant Study:** Tentative Wave 6 Timeline

<b>Week of ...</b>	<b>8/17</b>	<b>8/24</b>	<b>8/31</b>	<b>9/7</b>	<b>9/14</b>	<b>9/21</b>	<b>9/28</b>
Provide survey draft to client	X						
Client to approve survey		EOD 8/26					
Program and test survey		8/27 – 8/28					
Field survey			X	X			
Data analysis and report development					X	X	
Deliver final report							X

\*Current summer campaign ends 8/31

# Action Items & Next Steps

## **ACTION ITEMS**

- Council to approve creative direction

## **SEPTEMBER**

- Sept. 10 – council call
- Week of Sept. 14 – tentative creative production
- Summer media recap compiled

Thank  
You



Thank  
Thank  
Thank  
Thank  
Thank

Prepared by:  
R&R Partners

Company Representative:  
Jacqueline Meason  
Account Director

Date Issued:  
August 2020

[www.rrpartners.com](http://www.rrpartners.com)

# Appendix

# FY20/21 Timeline

## Colorado Wildlife Council FY5: 2020-2021

	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21													
	Jul-20					Aug-20					Sep-20					Oct-20					Nov-20					Dec-20					Jan-21					Feb-21					Mar-21					Apr-21					May-21					Jun-21									
<b>R&amp;R Scope of Work</b>																																																																	
Research: Quant Survey																																																																	
Research: Exploratory																																																																	
Research: Competitive Analysis Report																																																																	
Creative Concepting & Production																																																																	
Media Planning & Buying																																																																	
Media Flight (*exact dates TBD)																																																																	
Media Analysis																																																																	
Website Redesign																																																																	
Website Maintenance																																																																	
Social Media Community Management																																																																	
Brand & Project Management																																																																	
<b>Council Meeting &amp; Call Dates</b>																																																																	
Council Meetings & Retreat																																																																	
Council Conference Calls																																																																	
<b>Hunting &amp; Fishing Seasons</b>																																																																	
Big Game Season (Most Populist)																																																																	
Small Game Season (Most Populist)																																																																	
Fishing Season (Most Populist)																																																																	

\*Timeline is subject to change based on client needs/goals.

# FY20/21 Budget

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
<b>SUBTOTAL:</b>		<b>1,662</b>	<b>\$191,130</b>	<b>\$87,295</b>	<b>\$278,425</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$23,202.08</b>
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
<b>SUBTOTAL:</b>		<b>1514</b>	<b>\$174,110</b>	<b>\$302,500</b>	<b>\$476,610</b>
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
<b>SUBTOTAL:</b>		<b>282</b>	<b>\$32,430</b>	<b>\$17,500</b>	<b>\$49,930</b>
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
<b>SUBTOTAL:</b>		<b>609</b>	<b>\$70,035</b>	<b>\$1,200,000</b>	<b>\$1,270,035</b>
<b>GRAND TOTAL**:</b>		<b>4,067</b>	<b>\$467,705</b>	<b>\$1,607,295</b>	<b>\$2,075,000</b>

## Approval Sub-Committees

- ❖ *Website Redesign (July-Sept):* Review/approve strategy, template, layout, imagery & copy
  - Tony Gurzick
  - Andy Neinas
  - John Justman
  
- ❖ *Creative Assets (during production windows- late summer/early fall 2020):* Review/approve - all scripts before production, casting selects, & post-production assets (ex: video file links)
  - Bob Shettel
  - Dan Gates
  
- ❖ *Influencers (during media campaigns July-August 2020 & January-April 2021):* Review/approve new influencers (individuals) & posts
  - Robin Brown
  - Gary Melcher
  - Jen/Ginny - to approve verbiage, messaging, etc.
  
- ❖ *Social Media - Community Management (year round):* Review/approve posts & responses.
  - Tony Bohrer
  - New East Slope Angler Rep
  - Jen/Ginny - to approve verbiage, messaging, etc.
  
- ❖ *RFP Process - timeline TBD:* Review/evaluate/approve RFP for new 5-year advertising contract
  - Bob Shettel
  - Andy Neinas

*Expectations:* In the Operational Plan (Strategic Goals), the Council agreed to increase engagement.

- Respond to Sub-Committee emails
  - R&R committed to be clear about deadlines; giving no less than 48 hours
- Review/approve/provide feedback
- Report to the Council.